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## **Vivendi Launches Create Joy**

### **Corporate Social Responsibility Program Focuses on Bringing Joy through Entertainment to Young People in Need**

As part of its sustainable development policy, Vivendi launches the Vivendi Create Joy Fund, a corporate social responsibility program that brings joy and career development through entertainment to young people in need.

Create Joy sponsors projects through associations that support young people, aged 12 to 25, who are disadvantaged, in need or ill, and who live in France, the United States, the United Kingdom and Africa. Active in the world of video games, music, telecommunications, internet, television and film, these associations bring young people entertainment, joy, training and help them to better understand and prepare for their future.

The Create Joy program currently sponsors 19 projects supported by 16 associations, including Starlight Children's Foundation in the United States, Fairbridge in the United Kingdom, La Fondation d'Auteuil in France, and Un film à La Mer in Africa.

"Create Joy is the perfect way to combine our corporate responsibility efforts with our world leading position in entertainment and communications. We are particularly pleased to announce this solidarity program and to sponsor associations that bring joy and career development to disadvantaged young people", says Simon Gillham, Executive Vice President communications and sustainable development of Vivendi.

#### About Vivendi

*A world leader in communications and entertainment, Vivendi controls Activision Blizzard (#1 in video games worldwide), Universal Music Group (#1 in music worldwide), SFR (#2 in mobile and fixed telecom in France), Maroc Telecom (#1 in mobile and fixed telecom in Morocco), Canal+ (#1 in pay-TV in France and Poland) and owns 20% of NBCU (leading U.S. media and entertainment group).*

*In 2007, Vivendi achieved revenues of 21.7 billion euros and adjusted net income of 2.8 billion euros. With operations in 77 countries, the Group has about 43,000 employees. [www.vivendi.com](http://www.vivendi.com)*

#### About Create Joy

*Vivendi launched Create Joy to bring joy and skills training through entertainment and communications to young people in need. Create Joy currently sponsors 19 projects around the world through charitable organizations with a common goal: to put a smile on a young person's face through communication and entertainment, enable career development and to support young talent.*